



PRESS RELEASE

For immediate release

HYBRID Software and Hamillroad team up to integrate Bellissima DMS screening technology into CLOUDFLOW enterprise production workflow

Ghent, Belgium, June 4th, 2024: HYBRID Software, developer of innovative productivity tools for label & packaging printing, is excited to announce a strategic partnership to integrate Hamillroad's Bellissima DMS screening solution into its CLOUDFLOW enterprise production workflow. The collaboration meets a growing demand for CLOUDFLOW support among Hamillroad's customers and brings together the best-in-class technologies, offering significant advantages to flexo trade shops and converters.

CLOUDFLOW is a highly configurable solution that provides fast and effective automation of prepress tasks for more than 1,000 customers worldwide. Hamillroad's Bellissima DMS is recognized as the leading screening solution for flexography, widely adopted by major brands, trade shops, and converters. The partnership between HYBRID Software and Hamillroad combines these advanced technologies to offer an enhanced solution. The seamless integration of Bellissima DMS into CLOUDFLOW will provide users with:

- Complete control of Bellissima DMS directly within CLOUDFLOW.
- Seamless selection between CLOUDFLOW's built-in conventional screening and Bellissima.
- Access to Bellissima's next-gen 'ACE' surface patterning and Intelligent Flexo.
- Full integration with all CLOUDFLOW modules, including ProofScope, CLOUDFLOW's tool for artwork viewing and approval.

"The integration of Bellissima DMS into CLOUDFLOW aligns with our mission to deliver leadership in software for industrial printing and packaging, fostering long-term mutual partnerships and providing cutting-edge solutions to our customers that will enhance their processes and their business," said Nick De Roeck, President, HYBRID Software.

Pierre Hammond, Commercial Director, Hamillroad Software, added: "Our customers have been asking for CLOUDFLOW support, and this partnership with HYBRID Software enables us to meet that demand. Together, we are setting new standards in the flexo printing industry."

The integration is expected to be released in Q3 2024 and will include Hamillroad's next generation of Bellissima DMS delivering unparalleled screening capabilities, including:

- The highest SID levels on traditional LAMs flexo plates for CMYK, spot color, and whites.
- Superior image reproduction quality, equivalent to 300-450 lpi.
- Exceptional fade-to-zero smoothness with tone values below traditional 3-10%.
- Compatibility with UV, solvent, and water-based printing on various manufacturers' LAMs plates, including eco-friendly water-wash plates.

For more information, visit HYBRID Software at drupa 2024 on stand 7a/D03 or Hamillroad Software on the Asahi Photoproducts stand 8b/A13.

<https://cloudflow.hybridsoftware.com/>

www.hamillroad.com/bellissima

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Mike Rottenborn, CEO of Hybrid Software, and Pierre Hammond, commercial director of Hamillroad Software, celebrate their new partnership.

About HYBRID Software

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China, plus a global partner network, HYBRID Software is an enterprise software development company that focuses on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages, including native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of

customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format, and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group PLC (Euronext: HYSG).

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About Hamillroad Software

Hamillroad Software is a global supplier of industry-leading screening solutions for the printing industry that enable customers to achieve the very best in printed image fidelity whilst reducing production costs (ink and time on press) and increasing capacity.

Hamillroad's patented Digitally Modulated Screening (DMS) is the best screening technology available today and is available for Flexographic (Bellissima DMS) and Lithographic (Auraia DMS) printing. The result is an unprecedented quality of screening, which is easy to plate and print.

Hamillroad Software has its headquarters in Cambridge, UK, and delivers globally. For more information visit: www.hamillroad.com

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